



CAREER CLUSTER
Marketing

CAREER PATHWAY
Professional Selling

INSTRUCTIONAL AREA
Customer Relations

SALES MANAGEMENT MEETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Provide post-sales service.
2. Demonstrate a customer-service mindset.
3. Interpret business policies to customer/clients.
4. Reinforce service orientation through communication.
5. Discuss actions employees can take to achieve the company's desired results.

CASE STUDY SITUATION

One of the most recognized names in mobile phones is JAMKING. JAMKING has been a leading electronics company for over seventy years, manufacturing and marketing consumer electronics, electronic components and telecommunications equipment. In the last fifteen years, JAMKING has become one of two top providers of mobile phones across the globe.

The most popular mobile phone manufactured by JAMKING is the JAMKING *Orbit* series. The *Orbit* was the first smart phone that JAMKING produced, and has since successfully launched new versions of the *Orbit* every 18-months to two years. Last month, JAMKING introduced the *Orbit X*, which features better water resistance, dual-sided curved display, iris recognition, expandable storage and USB type C port. The *Orbit X* retails for \$850.

The sales team you manage sells large quantities of smart phones to businesses that need them for employee use. Members of the sales team negotiate length of contract, group pricing of smart phones and maintenance plans. Your business clients appreciate the ease of upgrading and renewal through your sales team. Most communication with current business clients is done through the telephone or via email, as contracts have already been signed and face-to-face attention is not needed.

Several of your business clients upgraded to the JAMKING *Orbit X* when it was released last month. Most contract negotiations sold the *Orbit X* to business clients for \$400; less than half the retail price. Unfortunately, JAMKING has now issued a formal recall of the product, stating a manufacturing defect of the battery. The defected battery caused some of the smart phones to generate excessive heat, resulting in fires and explosions. All JAMKING *Orbit X* phones must be returned to avoid further injuries or damage.

YOUR CHALLENGE

Your sales team must communicate with their business clients about the JAMKING *Orbit X* recall. There are three options that your business clients may choose from:

- Receive a temporary smart phone to use until the problems with the *Orbit X* are solved—no dates have been set or even speculated for the fix.
- For no extra charge, receive the JAMKING *Orbit 9* for use until contract renewal. *Orbit 9* is the version launched two years ago.
- For a special price, receive a different but superior smart phone product, the JAMKING *Demand*. JAMKING *Demand* has more features and storage than the *Orbit X*. JAMKING *Demand* retails for \$1,000 but sells to business clients at \$600. Business clients affected by the *Orbit X* recall have special pricing of \$500.

You must meet with your sales staff to inform them of the recall and the three options they may offer their business clients. It is important that you instruct your sales team on how best to communicate the recall and the options to their clients. You must offer the sales team best practices on how to demonstrate top notch customer service during this unfortunate recall, with the ultimate goal of retaining these customers as business clients with JAMKING.



SALES MANAGEMENT MEETING

Participant: _____

JUDGE EVALUATION FORM
2017-2018 Web Sample

I.D. Number: _____

INSTRUCTIONAL AREA
Customer Relations

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Provide post-sales service?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Demonstrate a customer-service mindset?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Interpret business policies to customers/clients?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Reinforce service orientation through communication?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						